



**Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Department of B.Voc Retail Management**

Syllabus Structure for S.Y.B.Voc Retail Management

Semester	Paper Code	Subject Name	No. of Credits
III	RM 1301	Business Accounting	4
	RM 1302	Personality Development & Team Building	4
	RM 1303	Principles of Marketing	4
	RM 1304	Internship	6
	RM 1305	Retail Store Operations-I	6
	RM 1306	Store Layout and Design	6
IV	RM 1401	Principles of Finance	4
	RM 1402	Basics of Cost Accounting	4
	RM 1403	Negotiation Skills	4
	RM 1404	Internship	6
	RM 1405	Retail Store Operations-II	6
	RM 1406	Service Marketing	6

SYLLABUS (CBCS) FOR S.Y.B.Voc RETAIL MANAGEMENT (w.e.f. from June, 2020)

Academic Year 2020-2021

Second Year

Semester-III

Business Accounting

Class : S.Y. B. B.Voc. (RM) SEM-III

Paper Code: RM1301

Paper : I Title of Paper: Business Accounting

Credit : 4 No. of lectures: 60

A) Learning Objectives:

- 1) To know about business accounting.
- 2) To know how to record business day to day transactions.

B) Learning Outcomes:

The main outcome of this course is to acquaint students of business accounting.

1301/BUSINESS ACCOUNTING (60 Hours)

TOPICS/ CONTENTS:

UNIT 1: INTRODUCTION TO BUSINESS ACCOUNTING (10)

- 1.1 Introduction, Meaning, Definition of Business Accounting.
- 1.2 Scope and Objectives of Accounting.
- 1.3 Principles of Accounting Concepts and Conventions.
- 1.4 Basic Accounting Terms.

UNIT 2: BASICS CONCEPTS IN ACCOUNTING (10)

- 2.1 Journalizing of transactions.
- 2.2 Ledger Posting and Trial Balance.
- 2.3 Sub-division of Journals including Cash Book.

UNIT 3: BANK RECONCILIATION STATEMENT (10)

- 3.1 Introduction, Meaning and Definition.
- 3.2 Importance and Preparation of Bank-Reconciliation Statement.

UNIT 4: PREPARATION OF FINAL ACCOUNTS (15)

- 4.1 Concept of Trading Account.

4.2 Preparation of Profit and Loss Account, Balance Sheet.

4.3 Capital and Revenue Expenditure and Income.

UNIT 5: COMPUTERIZED ACCOUNTING

(15)

6.1 Computers and Financial Application.

6.2 **Practical Lab:** a) Pos Software (Filling of Cheque slips, RTGS/NEFT, Delivery Challan, Order Book, Cash Memo, Receipt Book etc.).

6.3 Using mobile apps like Khatabook, creditdays, GST calculation etc.)

Reference Books:

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhary Pearson Education
2. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
3. Advanced Accounts – M.C. Shukla and S P Grewal (S.Chand& Co., New Delhi)
4. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing)
5. An Introduction to Accountancy- S.N. Maheshwari & S.K. Maheshwari (Vikas Publishing)
6. Publishing Company, New Delhi. 10. Vasishth Neeru & Rajput Namita (2006), “Business Communication”, Kitab Mahal, Allahabad.

Personality Development and Team Building**Class : S.Y. B. B.Voc (RM) SEM-III****Paper Code : RM1302****Paper : I****Title of Paper: Personality Development and Team Building****Credit : 4****No. of lectures: 60 Hours****A) Learning Objectives:**

- 1) To know about basics principles of Personality Development and Team Building.
- 2) To understand how to developed Personality and Team Building.

B) Learning Outcomes:

The main outcome of this course is to understand the concept of Personality Development and Team Building in any organization.

1302/PERSONALITY DEVELOPMENT AND TEAM BUILDING (60 Hours)**TOPICS/ CONTENTS:****UNIT 1: INTRODUCTION****(10)****1.1** Meaning and Definition of Personality.**1.2****Factors affecting Personality Development:** Biological, Home Environment and Parents, School Environment and Teachers, Peer Group, Sibling Relationships and Mass Media, Cultural Factors, Spiritual Factors, Public Relations.**UNIT 2: PERSONALITY TRAITS****(20)****2.1****Personality Traits:**Meaning and Definition, Developing Positive Personality Traits.**2.2****Attitude:**Factors that determine Attitude, Benefits of Positive Attitude and Consequences of negative attitude, steps to build positive attitude.**2.3****Personality Habits:** Meaning and concept of habits.**2.4****Developing effective Habits:**Behavior and Character. Being Proactive/Creative and Innovative Beginning with the end in mind Putting first things first with determination, discipline, clarity and concentration.**2.5****Thinking Big and Winning Through:** Action, Active, Facing Challenges, striving for success. Apologizing, Appreciating, Accepting feedback. Aiming high, enthusiasm, team building, setting goals, zeal and passion building. (Practical Examples of the above).

UNIT 3:PILLARS OF PERSONALITY DEVELOPMENT:

(20)

3.1Introspection: Meaning and importance, Views about Introspection, Self-Introspection Skills.

3.2Self-Assessment: Meaning, importance, types and self-assessment for students.

3.3Self Appraisal: Meaning, importance, tips for self-appraisal.

3.4Self Development: Meaning, process of self-development, Self-Development Techniques, Use of Self Development, Individual Development Plan.

3.5Self Introduction: Meaning, tips for effective self-introduction, Self-Acceptance, Awareness, Self-Knowledge, belief, confidence, criticism and self-examination.

3.6Defining Success: Real or Imaginative, obstacles to success, factors and qualities that make person successful.

3.7Concept of Failure: Reasons for failure.

3.8Personal SWOT analysis & STAR analysis. (One or two case lets on the above topic).

UNIT 4:TEAM BUILDING:

(10)

4.1Team Building-Concept, Importance, Feature (Two Case lets on the above topic).

4.2Setting of Team Objectives, Effective team Communication.

4.3Motivating and Monitoring Team, Role of Leadership in Team Management.

4.4Application of Leadership Principles (Case Study Method).

4.5 Required guest lecture on public speakig and phisical grooming, self SWOT analysis etc

Reference Books:

1. Hurlock Elizabeth B Personality Development Tata Mcgraw Hill New Delhi
2. Understanding Psychology: By Robert S Feldman. (Tata McGraw Hill Publishing)
3. Personality Development and Career management: By R.M.Onkar (S Chand Publications)
4. Social Psychology: By Robert S Feldman. (Tata McGraw Hill Publishing)

Principles of Marketing**Class : S.Y. B. B.Voc (RM) SEM-III****Paper Code: RM1303****Title of Paper: Principles of Marketing****Credit : 4****No. of lectures: 60****(A) Learning Objectives:**

- 1) To know the basics principles of marketing.
- 2) To understand the relevance of marketing in developing economy.

(B) Learning Outcomes:

The main outcome of this course is to get knowledge of market and marketing structure and also helps to know, how to handle the situations in the market.

1303/ PRINCIPLES OF MAREKTING**(60 Hours)****TOPICS/ CONTENTS:****UNIT 1: INTRODUCTION AND FUNCTIONS OF MARKETING: (15)**

1.1 Marketing – Definitions, Concept, objectives, importance and functions of marketing: on the basis of exchange, on the basis of physical supply and facilitating functions.

1.2 Approaches to the study of Marketing.

1.3 Relevance of Marketing in a developing economy.

1.4 Changing profile and challenges faced by a Marketing manager.

UNIT 2: CLASSIFICATION AND TYPES OF MARKETS: (15)

2.1 Traditional classification of marketing.

2.2 Service Marketing: 7P's of services marketing, importance of services marketing, importance of service sectors.

2.3 Rural Marketing: Meaning, feature & importance of rural marketing, Difficulties in rural marketing and suggestions for improvement of Rural Marketing.

2.4 Retail marketing

2.5 Tele marketing

2.6 E-Marketing

2.7 Digital marketing: meaning, importance of digital marketing.

2.8 Green marketing

UNIT 3: MAREKTING ENVIRONMENT AND MAREKT SEGMENTATION: (10)

3.1 Marketing Environment: Meaning, Internal & external factors influencing Marketing environment: political, social, economic, international, technological multi-cultural environment.

3.2Market Segmentation: Meaning, Definition, Essentials of effective Market Segmentation, types of segmentation.

UNIT 4: MARKETING MIX:

(10)

4.1:Product mix and Price mix: Meaning, scope and importance of marketing mix,

a) Product mix: concept of a product, product characteristics: intrinsic and extrinsic, PLC, Product simplification, product elimination, product diversification, new product development.

b) Price mix :Meaning, element , importance of price mix , factors influencing pricing , pricing methods and recent trends.

4.2 : Place mix and Promotion mix:

a) Place mix: meaning and concepts of channel of distribution, types of channel of distribution or intermediaries, Factors influencing selection of channels, types of distribution strategies: intensive, selective and extensive recent changes in terms of logistics and supply chain management.

b) Promotion mix: meaning, elements of promotion mix: advertising: meaning, definitions, importance and limitations of advertising, types of media: outdoor, indoor, print, press, transit - merits and demerits, concept of media mix, Recent trends in promotion.

UNIT 5: MARKETING PLANNING, MAREKTING INFORMATION SYSTEM AND MAREKTING RESEARCH:

(10)

5.1Marketing planning: meaning, scope, importance, essentials and steps in marketing planning, Importance and difficulties in marketing planning.

5.2Marketing Information System: Concept, components and importance of Marketing Information System.

5.3Marketing Research: Meaning, definitions, objectives and scope of marketing research, difference between market research and marketing research, types & techniques of Marketing Research, Use of Marketing Research in management. (Focus on product demand, searching for suitable space, competition assessment, availability of raw material, place, product selection, direct marketing and retail business)

Reference Books:

1. Marketing Management By Philip Kotler
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing Information System By Davis – Olsan
4. Principles and practice of Marketing By John Frain.

Internship

Class : S.Y. B. B.Voc (RM) SEM-III

Paper Code: RM1304

Paper : I

Title of Paper: Internship

Credit : 6

No. of lectures: 240 Hours

A) Learning Objectives:

- 1) To know the Inventory and Management of Merchandise.
- 2) To understand the retail shop structure, practically.

B) Learning Outcomes:

The main outcome of this course is to understand retail organization in the surrounding area.

1104/ INTERNSHIP

(240 Hours)

TOPICS/ CONTENTS:

UNIT 1:

1.1 The students are expected to work for 30 days*8 Hours a day= 240 hours in aggregate, retail industry and prepare a report about their day to day learning's and submit the same with necessary authorization from industry mentor.

1.2 The students will be issued a letter from department regarding internship once a institution is decided. The students are expected to learn on the job about:

- a. Concept of Inventory and Management of Merchandise
- b. Process of monitoring and managing the store performance
- c. Budgetary process in the institution and its role in further planning
- d. Understand various loyalty schemes and their functioning by organizations.

Retail Store Operations-I

Class : S.Y. B. B.Voc (RM) SEM-III

Paper Code : RM1305

Paper : I Title of Paper: Retail Store Operations-I

Credit : 6 No. of lectures: 90 Hours

A) Learning Objectives:

- 1) To know about retail store operations.
- 2) To understand the monitoring and managing store performance

B) Learning Outcomes:

The main outcome of this course is to get knowledge of retail store operations & managing store performance.

1305/ RETAIL STORE OPERATIONS-I

(90 Hours)

TOPICS/CONTENTS:

UNIT 1: SALES INVENTORY AND MERCHANDISE MANAGEMENT (20)

- a. **Concept of Inventory:** Importance, need and management and various methods and types of inventory management, understand the methods to manage inventory.
- b. **Concept of Merchandise:** Importance, need and management.
- c. **Concept of Sales:** Sales Management, Campaign needs and importance.

1.4 Effective visual display, Elements of Display, Potential Places for Display.

UNIT 2: MONITORING AND MANAGING STORE PERFORMANCE (15)

2.1 Planning Departmental Objectives: Importance of Objectives, Setting SMART Goals, Analyzing and planning to achieve departmental objectives

2.2 Concept of Monitoring: advantages of monitoring departmental performance, Monitoring skills required by departmental managers, Monitoring operations as per planned targets, Reporting factors influencing effectiveness of department performance outside scope of responsibility

2.3 Need of effective communication: within store and department and various strategies to promote healthy and effective communication between internal and external stakeholders. (Consumer- Video's on youtube)

UNIT 3: BUDGET

(15)

3.1 Concept of Budget- need and importance, significance of budgeting in business operations.

3.2 Understanding the procedure of creation of budget, factors affecting budgets, components of annual budget plan, and various steps involved in business planning.

3.3 Reviewing of Budgets, Revision of Budgets etc.

UNIT 4: DEVELOPING INDIVIDUAL SERVICE OPPORTUNITIES

(20)

4.1 Identification of new clients, building strong relationships with new clients. Importance of customer profiling, techniques of approaching potential clients.

4.2 Understanding the concept and importance of target markets and customer segments.

4.3 Methods and recording client data and its importance.

4.4 Parameters to measure customer service levels, monitoring and measurement of performance with respect to client development.

4.5 Concept of Customer Loyalty and its benefits to organizations, Loyalty Schemes- Methods and benefits,

4.6 Concept of Client Confidentiality, Data Protection Laws of Customers, Innovations in Customer Experiences.

UNIT 5: PRACTICAL

(20)

5.1 To learn about inventory management, various displays record and make report and also make report of Budget.

5.2 Visits various malls or shops and collect data of inventory management.

Reference Books:

1. F Robert Jacobs, "Operations and Supply Chain management, Mc Graw Hill
2. Max Muller, "Essentials of Inventory Management"
3. Steve Chapman et al, "Introduction to materials management"
4. Khan and Jain, "Financial Management"
5. Michael Levy & Barton Weitz, "Retailing Management", TMGH, 5th Edition
6. Gini Graham & Scott, "Building a winning sales team"
7. Anderson, Hair and Bush, "Professional Sales Management"
8. Gerald A. Michaelson, "Strategies for Selling"

Store Layout and Design

Class : S.Y. B. B.Voc (RM) SEM-III

Paper Code : RM1306

Paper : I Title of Paper: Store Layout and Design

Credit : 6 No. of lectures: 90 Hours

A) Learning Objectives:

- 1) To know about basics of store layout.
- 2) To understand the concept retail space management.

B) Learning Outcomes:

The main outcome of this course is to know how to create the attractive store layout to attract the customers.

1306/ STORE LAYOUT AND DESIGNS	(90 Hours)
---------------------------------------	-------------------

TOPICS/CONTENTS:

UNIT 1: STORE LAYOUT (15)

- 1.1 Introduction about store layout
- 1.2 Three main formats – a) Grid layout, b) Loop layout, c) Free layout
- 1.3 Brand display- Space for store

UNIT 2: STORE DESIGN (15)

- 2.1 Introduction about store design.
- 2.2 Meaning, store design inner and outline store design.

UNIT 3: RETAIL SPACE MANAGEMENT (20)

- 3.1 Space management.
- 3.2 Optimum space use.
- 3.3 Retail floor space.

UNIT 4: STORE MANAGEMENT (20)

- 4.1 Cleanliness, atmosphere, staff arrangement
- 4.2 Sufficient supply of stock
- 4.3 Premises management
- 4.4 Displays arrangement etc.,
- 4.5 SKU- Stock keeping Unit

UNIT 5: PRACTICAL

(20)

- a. Visit various malls and shops.
- b. Understand the store layout and design, internal store management, space management etc.
- c. Make a report on store layout and design.

Reference Books:

1. F Robert Jacobs, "Operations and Supply Chain management, Mc Graw Hill
2. Max Muller, "Essentials of Inventory Management"
3. Steve Chapman et al, "Introduction to materials management"
4. Khan and Jain, "Financial Management"
5. Michael Levy & Barton Weitz, "Retailing Management", TMGH, 5th Edition
6. Gini Graham & Scott, "Building a winning sales team"
7. Anderson, Hair and Bush, "Professional Sales Management"
8. Gerald A. Michaelson, "Strategies for Selling"

Principles of Finance**Class : S.Y. B. B.Voc (RM) SEM-IV****Paper Code : RM1401****Paper : I Title of Paper: Principles of Finance****Credit : 4 No. of lectures: 60 Hours****A) Learning Objectives:**

- 1) To know about financial planning.
- 2) To understand the sources of finance, etc.

B) Learning Outcomes:

The main outcome of this course is to acquaint students of financial planning, financial sources, venture capital nature etc.

1401/ PRINCIPLES OF FINANCE**(60 Hours)****TOPICS/ CONTENTS:****UNIT 1:INTRODUCTION TO FINANCE****(15)**

- 1.1 Definition, Nature and Scope of Finance Function.
- 1.2 Financial Management- Meaning, Scope and Objectives.
- 1.3 Organizational Framework of Financial management- Relation of Finance Department with other departments- Role of Finance Managers.

UNIT 2: FINANCIAL PLANNING**(15)**

- 2.1 Meaning, Concept, Objectives, Types, and Steps of financial planning.
- 2.2 Significance, Basic Considerations, Limitations of financial planning.

UNIT 3: SOURCES OF FINANCE**(15)**

- 3.1 Internal and External Sources of Finance.
- 3.2 Internal Sources: Reserve and Surpluses, Retained Earnings, Dividends and Its Policies, Concept of Depreciation and its importance.
- 3.3 External Sources: Shares - meaning, types, advantages and limitations.
- 3.4 Debentures - Meaning, types, advantages and limitations.
- 3.5 Small Financing Institute- Private or Govt. (Introduce Govt. Schemes to raise fund for small finance)
- 3.6 Borrowing from banks - types of loans - advantages and limitations.

4.1 Nature and Scope of venture capital in India.

4.2 Venture Capital firms Study of Venture Capital Funds of IDBI and SIDBI.

Reference Books:

1. P.V. Kulkarni - Financial Management - Himalaya Publishing House, Mumbai.
2. S.C. Kucchal - Corporation Finance - Chaitanya Publishing House, Allahabad.
3. I.M. Pandey - Financial Management - Vikas Publishing House.
4. R.M. Shrivastava - Pragati Prakashan, Meerut.
5. M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.
6. Prasanna Chandra - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi

Basics of Cost Accounting

Class : S.Y. B. B.Voc (RM) SEM-IV

Paper Code: RM1402

Paper : I Title of Paper: Basics of Cost Accounting

Credit : 4 No. of lectures: 60

A) Learning Objectives:

- 1) To know about basics of cost accounting.
- 2) To understand the budget and budgetary control, marginal costing, etc.

B) Learning Outcomes:

The main outcome of this course is to get the knowledge of concept of cost accounting in detail.

1402/ BASICS OF COST ACCOUNTING

(60 Hours)

TOPICS/ CONTENTS

UNIT 1: INTRODUCTION

(15)

- 1.1 Concept of cost, Costing, Cost Accounting & Cost Accountancy.
- 1.2. Limitations of Financial Accounting.
- 1.3. Origin and objectives of cost Accounting.
- 1.4. Advantages and Limitations of Cost Accounting.
- 1.5. Difference between Financial and Cost Accounting.
- 1.6. Cost Unit & Cost Centre.

UNIT 2: ELEMENTS OF COST

(15)

- 2.1. Material, Labour and other Expenses.
- 2.2. Classification of cost & Types of Costs.
- 2.3. Preparation of Cost Sheet.
- 2.4 Fixed recurring, Break Even point

UNIT 3: BUDGET AND BUDGETARY CONTROL

(15)

- 3.1 Definition and Meaning of Budget and Budgetary Control.
- 3.2 Objectives of Budgetary Control.
- 3.3 Procedure of Budgetary Control.
- 3.4 Essentials of Budgetary Control.
- 3.5 Advantages and Limitations of Budgetary Control.
- 3.6 Types of Budget.

UNIT 4: MARGINAL COSTING

(15)

4.1 Marginal Costing: Meaning, Features, Advantages and Limitations.

4.2 Marginal costing Concepts: Fixed Cost, Variable Cost, Contribution, PV Ratio, Break Even Point, Margin of Safety.

Reference Books:

1. Advanced cost Accounting by Saxena and Vasistha.
2. Advanced cost Accounting by S.P.Jain and Narang.
3. Cost Accounting by S.N.Maheshwari
4. Cost Accounting by Ratnam.
5. Cost Accounting – Bhatta HSM, Himalaya Publication
6. Cost Accounting – Prabhu Dev , Himalaya Publication

Negotiation Skills

Class : S.Y. B. B.Voc (RM) SEM-IV

Paper Code: RM1403

Paper : I Title of Paper: Negotiation Skills

Credit : 4 No. of lectures: 60

A) Learning Objectives:

- 1) To know about the Negotiation Skills.
- 2) To understand the Physical appearance.

B) Learning Outcomes:

The main outcome of this course is to acquaint students of basics of principles of negotiation skills.

1403/NEGOTIATION SKILLS**(60 Hours)****TOPICS/CONTENTS:****UNIT 1: NEGOTIATION With Company****(15)**

- 1.1 Meaning, Definition and Importance Goals of Negotiation.
- 1.2 Steps in the process of negotiation.
- 1.3 Communication- Importance of Communication in the process of negotiation, Verbal and Non-Verbal Communication, Importance of non-verbal communication.
- 1.4 Practical: Case Study on Negotiation Skills.
Practical: Face to Face Discussion on use of non-verbal communications.

UNIT 2: AREAS OF NON-VERBAL COMMUNICATION**(15)**

- 2.1 Areas of Non-Verbal Communication: Body Language, Personal attributes.
- 2.2 Cultural Differences Meaning, Examples.
- 2.3 Attitude: Winning Attitude – Honesty – Confidence.
- 2.4 Negative Attitudes- Deception, Dishonesty, Defensiveness, Insecurity, Frustration, Boredom.
- 2.5 Practical: Videos, Presentations on non-verbal communication to be discussed with participants.
- 2.6 Practical: Report writing on some do's and don'ts of various cultures.

UNIT 3: PHYSICAL APPEERANCE

(10)

- 3.1 Physical Appearance- Dressing, Personal appearance, hygiene
Vocal Cues- Pitch of speech, Loudness, Clarity , Correct sounds, Quality
Handshake Cues.
- 3.2 Practical: Role Play on the topic.

UNIT 4: BEFORE NEGOTIATION SKILLS

(10)

- 4.1 Before Negotiation Preparation: Importance, Why? SWOT Analysis Prioritizing process of issues, deliverables and expectations. Cost Analysis.
- 4.2 Practical: Students to prepare SWOT Analysis Sheet for themselves and any particular business negotiation, to be discussed and feedback to be shared with students.

UNIT 5: DRAFTING A NEGOTIATION PLAN

(10)

- 5.1 Drafting a negotiation Plan:Plan to include: Background, Issues, Objectives, Priorities, Current Positions, Approach.
 - 5.2 Plan review with team Revision of Plan.
 - 5.3 Plan of Action- Role of each team member, Bargaining Techniques, Aims in negotiating, Leaving room for compromise, Win-Win Strategies.
 - 5.4 Practical: Students to draft a negotiation plan.
 - 5.5 Role Play Negotiation Skills for salary during interview.
- (Required Distributor visit for practical experience)**

Reference Books:

- 1.Malhotra Deepak, “Negotiation Genius”, Random House, USA.
2. Fisher Roger and Ury William, “Getting to yes: negotiating an agreement without giving in”, Random House, USA.
3. Patric Collins, “Negotiate to Win: Talking your way to what you want”, Sterling Publishers, 2012.

Internship

Class : S.Y. B. B.Voc (RM) SEM-IV

Paper Code: RM1404

Paper : I Title of Paper: Internship

Credit : 6 No. of lectures: 90

A) Learning Objectives:

- 1) To know about all details of mall.
- 2) To understand management, project audit and working in team and organization.

B) Learning Outcomes:

The main outcome of this course is to acquaint students of planning and its use in business.

1404/ INTERNSHIP

(90 Hours)

TOPICS/ CONTENTS:

1.1 The students are expected to work for 30 days*8 Hours a day= 240 hours in aggregate in retail industry and prepare a report about their day to day learning's and submit the same with necessary authorization from industry mentor.

1.2 The students will be issued a letter from department regarding internship once a institution is decided. The students are expected to learn on the job about:

- a. Concept of Planning and its use in business
- b. Projects and its management, project audit
- c. Working in team and organization.

Retail Store Operations-II

Class : S.Y. B. B.Voc (RM) SEM-IV

Paper Code: RM1405

Paper : II Title of Paper: Retail Store Operations - II

Credit : 6 No. of lectures: 90

A) Learning Objectives:

- 1) To know concept of retail business
- 2) To understand the visual merchandising in retail management

B) Learning Outcomes:

The main outcome of this course is to get practical knowledge to visit various malls

1405/ RETAIL STORE OPERATIONS-II (90 Hours)

TOPICS/CONTENTS:

UNIT 1: BUSINESS PLANNING (20)

- 1.1 Introduction to concept of planning, its characteristics, advantages.
- 1.2 Steps and methods in planning process.
- 1.3 Concept and techniques of forecasting.
- 1.4 Advantages and Limitations of forecasting.

UNIT 2: PROJECT MANAGEMENT (20)

- 2.1 Definition of Project, Project Life Cycle, Project Selection and Criteria of Choice, Project Portfolio Process, Project Proposals.
- 2.2 The Nature of Negotiation, Partnering, Chartering and change, Conflict and the project life cycle, Estimating Project Budgets, Improving the Process of Cost Estimation.

UNIT 3: NETWORK TECHNIQUES: (20)

- 3.1 PERT and CPM, The Fundamental Purposes of Control, Three Types of Control Processes, Comments on the Design of Control Systems, Control as a Function of Management.
- 3.2 The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle, some essentials of an Audit/Evolution.

UNIT 4: LEADERSHIP

(10)

- 4.1 Concept of leader and leadership, Qualities of a leader.
- 4.2 Providing Leadership to team, Building, managing, motivating and leading a team.
- 4.3 Application of leadership principles.

UNIT 5: TEAM AND ORGANIZATIONAL DYNAMICS

(20)

- 5.1 Concept and Importance of Team.
- 5.2 Leading the team and working effectively in team.
- 5.3 Allocation of work in team- principles, methods, advantages and disadvantages
Factors affecting team in organizational environment.

Reference Books:

1. Production and Operation Management: K. Ashwathappa and Siddharth Bhat, Himalaya Publishing House, 2010 editions
2. Project Management- Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer, Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.
3. Successful Project Management- Milton D. Rosenau, Jr., Cregory D. Githens, Wiley India Pvt. Ltd
4. Project Management- Vasant Desai, Himalaya Publishing House

Service Marketing**Class : S.Y. B. B.Voc (RM) SEM-IV****Paper Code: RM1406****Paper : II****Title of Paper: Retail Sales Management - II****Credit : 6****No. of lectures: 90 Hours****A) Learning Objectives:**

- 1) To know about Service marketing in retail sector
- 2) To understand the concept of service

B) Learning Outcomes:

The main outcome of this course is to acquaint students of sales management and service concept

1406/ Service Marketing**(90 Hours)****TOPICS/ CONTENTS:****UNIT 1: Introduction****(30)**

- 1.1 Introduction of service marketing environment.
- 1.2 Definition of service marketing.
- 1.3 Characteristics of services, importance of scanning environment.
- 1.4 Types of marketing- Macro/External environment.
- 1.5 Micro/Internal Environment

UNIT 2: Service to Consumer Behaviour**(20)**

- 2.1 Customer needs and expectations
- 2.2 Decision making roles.
- 2.3 Three stage model of service consumption a) pre-purchase stage b) service encounter stage c) post encounter stage, service tried.

UNIT 3: Service Distribution**(20)**

- 3.1 Use of intermediaries in service industry.
- 3.2 Role of intermediaries.
- 3.3 Decision effective distribution channel, types of intermediaries.
- 3.4 Factors affecting choice of channels.

UNIT 4: Management of Service Quality

(20)

4.1 Introduction & Definition

4.2 Service quality models

4.3 Improving service quality

Practical: a) Visits to various service centers and understand this concept.

b) Make a report how they provide service to the customers.6